

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

June 13, 1997

RJR Account #186350  
D. Prudence  
F & T DISTRIBUTORS

**SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997**

Dear Diane:

SALEM .30¢ tear tape product has been ordered, as well as 11 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

**Display Detail / Item #530123**

<b>SKU CUBE:</b>	<b>0.4890</b>
<b>SKU WT (w/o Product):</b>	<b>1.4480 lbs</b>
<b>Retail Sales Offers per Sku:</b>	<b>40 units</b>
<b>Billing per Sku:</b>	<b>4 Full Price Cartons</b>

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: A. Zecca  
Enc. Retailer Letter  
Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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**JULY DELIVERY**  
**SALEM TEAR TAPE**  
F & T DISTRIBUTORS

**July Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

**DISPLAY LOAD (4 CARTONS):**

**1 CARTON EACH:**

**SALEM FULL FLAVOR**  
**SALEM LIGHT**  
**SALEM FULL FLAVOR 100**  
**SALEM LIGHT 100**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD**  
**(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'**  
**IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	<i>Full Flavor</i>	<b>1</b>
12300-12439	<i>Light</i>	<b>1</b>
12300-12239	<i>Full Flavor 100</i>	<b>1</b>
12300-12539	<i>Light 100</i>	<b>1</b>

Product / Premium Arrival: **June 30, 1997**  
Ship Date to Retail: **Week of: July 14, 1997**

EFT \$ Amount: **\$1,438.48**  
Non-EFT \$ Amount: **\$N/A**

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.**

**JULY DELIVERY**

51862 3832

AUGUST DELIVERY  
SALEM TEAR TAPE  
F & T DISTRIBUTORS

**August Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION:** *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

Product Arrival: August 4, 1997

*(No Displays will be shipped)*

Ship Date to Retail: Week of: August 18, 1997

EFT \$ Amount: \$1,438.48

Non-EFT \$ Amount: \$N/A

*R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.*

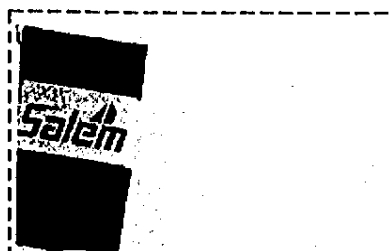
**AUGUST DELIVERY**

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# RETAIL CUSTOMER LIST

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ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM					TOTAL NO. OF STORES (DISPLAYS)
									FF	LT	FF	LT	100	
059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	186350	F&T DISTRIBUTING	0	1	1	1	1	1	1
172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	186350	F&T DISTRIBUTING	0	1	1	1	1	1	1
442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	186350	F&T DISTRIBUTING	921320	1	1	1	1	1	1
587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	186350	F&T DISTRIBUTING	0	8	8	8	8	8	1
031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	186350	F&T DISTRIBUTING	0	2	2	2	2	2	1
269440	CHUCKS MOBIL MART	STATE&MEADOW ST	ITHACA	NY	14850	186350	F&T DISTRIBUTING	0	8	8	8	8	8	1
269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	186350	F&T DISTRIBUTING	0	2	2	2	2	2	1
338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	186350	F&T DISTRIBUTING	0	2	2	2	2	2	1
511556	JASON'S GROCERY/DELI	301 COLLEGE AVE	ITHACA	NY	14850	186350	F&T DISTRIBUTING	0	1	1	1	1	1	1
715529	NINETY SIX CONNECTIO	RT 96 & MILL STREET	CANDOR	NY	13743	186350	F&T DISTRIBUTING	0	3	3	3	3	3	1
763732	EAST HILL CITGO	JUDD FALLS RD	ITHACA	NY	14850	186350	F&T DISTRIBUTING	0	1	1	1	1	1	1
						186350 Total			30	30	30	30		11



*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51862 3835

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/14/97

ACCOUNT NUMBER: 186350	F&T DISTRIBUTING
VOUCHER NUMBER: 15360626	1278 DRYDEN ROAD
DATE WRITTEN: 07/14/97	ITHACA , NY 14850
STATUS: PAID	
AMOUNT PAID: 28.00	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/A. ZECCA

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